



**COLLEGE OF BUSINESS AND ECONOMICS
FINAL EXAMINATION JUNE 2018**

DEPARTMENT OF BUSINESS MANAGEMENT

<u>MODULE</u>	:	STRATEGIC INFORMATION MANAGEMENT
<u>CODE</u>	:	BMK9X01
<u>DATE</u>	:	25 JULY SUPPLEMENTARY EXAMINATION
<u>DURATION</u>	:	3 HOURS
<u>TIME</u>	:	ONLINE EQUIVALENT
<u>TOTAL MARKS</u>	:	100

<u>EXAMINER(S)</u>	:	PROF T DU PLESSIS
<u>(EXTERNAL) MODERATOR:</u>		DR M SCHUTTE (UP AFFILIATE)
<u>NUMBER OF PAGES</u>	:	TWO

INSTRUCTIONS TO CANDIDATES:

- This is an exam equivalent assignment that must be submitted electronically.
- Please select any **FIVE** of ten business case study topics listed in Question 1.
- Follow the detailed instructions on uLink to download the declaration page.
- The maximum word count *per* Business Case Study is 5000 words.
- Submit ONE document and number each business case study clearly.
- Structure your document by using appropriate headings and sub-headings.
- University of Johannesburg policies, procedures and rules of examination apply to this assessment.

QUESTION 1

In Strategic Management, business managers differentiate between strategy, planning, strategy implementation, and strategy execution. Strategic Information Management (SIM) is described as the bridge that fills the gap between having a business strategy and its effective implementation and execution. Without SIM an organisation will fail to successfully operationalise its value proposition and deliver its unique selling points. Assuming the role of strategic information manager of your company, apply the argument slide, Pareto Principle, and chiasitic analysis technique in developing your Business Case Studies (BCSs). Select any five BCS topics, choose your own business context/industry/scenario, and write any five BCSs from your world perspective, keeping in mind the two criteria of an effective BCS:

- 1) It serves as decision-making and problem-solving tool, and
- 2) Upon reading the executive summary, the company's leadership will be in a position to take action.

Business Case Study topics

1. Relevancy of SIM models, based on the business model canvas and total value proposition (TVP), in the future competitive business environment.
2. The five most valued and five least valued features of the five most used SIM building blocks in your organisation.
3. Your or your organisation's five most popular and five least popular approaches to avoiding SIM pitfalls.
4. The role of people in solidifying the benefits of a company's SIM building blocks.
5. The role of SIM in terms of positioning an organisation in the 4th industrial revolution (Industry 4.0).
6. The role of SIM for continuous business improvement and the integration of quality management into the total organisation.
7. New models of quality management aimed at business excellence.
8. SIM principles, relevant to the *internal* business environment, leading to business excellence.
9. SIM principles, relevant to the *external* business environment, leading to business excellence.
10. Your or your organisation's approach to fostering a healthy innovation ecosystem and leveraging the synergy of people and SIM building blocks to achieve and sustain business excellence.

[5 x 20]
Total: [100]

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